

ORDER



Orders
Order / Rev: 704289
Alt Order #: 06261789
Product Desc: AMERS FOR PROSPERITY
Estimate: 1852
Flight Dates: 08/22/12 - 08/27/12
Original Date / Rev: 08/02/12 / 08/02/12
Order Type: Political

WFMY-TV
Primary AE: Nick Welte
Sales Office: T-PHI
Sales Region: NAT

Agency
Name: Mentzer Media Services/ POL
Buying Contact:
Billing Contact:
 600 Fairmount Ave. Suite 306
 Towson, MD 21286

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Americans For Prosperity
Demographic: A50+
Product Codes: IS-Candidate/Presidential,IS-Candidate/
Priority: P-1
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/26/12	49	\$49,145.00	\$41,773.25
08/27/12	08/27/12	11	\$10,665.00	\$9,065.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	49	\$49,145.00	\$41,773.25	0.00
September 2012	11	\$10,665.00	\$9,065.25	0.00
Totals	60	\$59,810.00	\$50,838.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Nick Welte			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WFMY-TV	44%	\$59,810.00
Market	100%	\$135,931.82

Competitive Share

	Share	Total
CABLE	0%	\$0.00
UNKWN	0%	\$0.00
WGHP	20%	\$27,186.36
WGPX	0%	\$0.00
WLXI	0%	\$0.00
WTWB	0%	\$0.00
WUNL	0%	\$0.00
WUPN	0%	\$0.00
WXII	35%	\$47,576.14
WXLV	1%	\$1,359.32

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WFMY	08/22/12	08/24/12	M-F 6-8a Good Morning Show	CM	6-8a	-- 111--	:30	3	\$275.00	P-1	0.00	NM	3	\$825.00
1X MAX/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/20/12	08/26/12	-- 111--			3		\$275.00		0.00				
E 2	WFMY	08/22/12	08/24/12	CBS This Morning CBS This Morning	CM	8-10a	-- 111--	:30	3	\$140.00	P-1	0.00	NM	3	\$420.00

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WFMY-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1X MAX/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	-- 111--					3	\$140.00		0.00			
E 3	WFMY	08/22/12	08/24/12	Price Is Right Price Is Right	CM	11a-12p	-- 111--	:30	3	\$275.00	P-2	0.00	NM	3	\$825.00
1X MAX/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	-- 111--					3	\$275.00		0.00			
E 4	WFMY	08/22/12	08/24/12	News2 at Noon News2 at Noon	CM	12-1230p	-- 111--	:30	3	\$275.00	P-2	0.00	NM	3	\$825.00
1X MAX/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	-- 111--					3	\$275.00		0.00			
E 5	WFMY	08/22/12	08/24/12	News 2 at 5 News 2 at 5	CM	5-530p	-- 111--	:30	3	\$550.00	P-1	0.00	NM	3	\$1,650.00
1X MAX/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	-- 111--					3	\$550.00		0.00			
E 6	WFMY	08/22/12	08/24/12	News 2 at 6 News 2 at 6	CM	6-630p	-- 111--	:30	3	\$750.00	P-1	0.00	NM	3	\$2,250.00
1X MAX/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	-- 111--					3	\$750.00		0.00			
E 7	WFMY	08/22/12	08/24/12	PA (M-F) Wheel/Jeopardy	CM	7-8p	-- 222--	:30	6	\$1,200.00	P-1	0.00	NM	6	\$7,200.00
2X MAX/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	-- 222--					6	\$1,200.00		0.00			
E 8	WFMY	08/22/12	08/26/12	News 2 at 11 News 2 at 11	CM	11-1135p	-- 11-- 1	:30	3	\$1,000.00	P-1	0.00	NM	3	\$3,000.00
1X MAX/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	-- 11-- 1					3	\$1,000.00		0.00			
E 9	WFMY	08/22/12	08/22/12	Wed Prime B Criminal Minds	CM	9-10p	-- W----	:30	2	\$2,000.00	P-1	0.00	NM	2	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	-- W----					2	\$2,000.00		0.00			
E 10	WFMY	08/22/12	08/22/12	Wed Prime C CSI: Crime Scene Inv	CM	10-11p	-- W----	:30	2	\$2,000.00	P-1	0.00	NM	2	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	-- W----					2	\$2,000.00		0.00			
E 11	WFMY	08/23/12	08/23/12	Thu Prime C Person of Interest	CM	10-11p	--- T---	:30	2	\$2,000.00	P-1	0.00	NM	2	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	--- T---					2	\$2,000.00		0.00			
E 12	WFMY	08/24/12	08/24/12	NFL Preseason on CBS NFL Preseason on CBS	CM	8-11p	---- F--	:30	2	\$2,000.00	P-1	0.00	NM	2	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	---- F--					2	\$2,000.00		0.00			
E 13	WFMY	08/25/12	08/25/12	Good Morning Show Sat Good Morning Show Sa	CM	6-9a	----- S-	:30	1	\$250.00	P-1	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	----- S-					1	\$250.00		0.00			
E 14	WFMY	08/25/12	08/25/12	News 2 at 7 Saturday News 2 at 7 Saturday	CM	7-730p	----- S-	:30	1	\$250.00	P-2	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	----- S-					1	\$250.00		0.00			
E 15	WFMY	08/25/12	08/25/12	PA (Sa) Sat Wheel/Jeopardy	CM	7-8p	----- S-	:30	2	\$300.00	P-1	0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	----- S-					2	\$300.00		0.00			

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WFMY-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 15	WFMY	08/25/12	08/25/12	PA (Sa) Sat Wheel/Jeopardy	CM	7-8p	-----S-	:30	2	\$300.00	P-1	0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/20/12	08/26/12	-----S-			2		\$300.00		0.00				
E 16	WFMY	08/25/12	08/25/12	NFL Preseason on CBS NFL Preseason on CBS	CM	8-11p	-----S-	:30	2	\$2,000.00	P-1	0.00	NM	2	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/20/12	08/26/12	-----S-			2		\$2,000.00		0.00				
E 17	WFMY	08/26/12	08/26/12	Good Morning Show Sun Good Morning Show Su	CM	6-9a	-----S	:30	1	\$250.00	P-1	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/20/12	08/26/12	-----S			1		\$250.00		0.00				
E 18	WFMY	08/26/12	08/26/12	CBS Sunday Morning CBS Sunday Morning	CM	9-1030a	-----S	:30	1	\$650.00	P-1	0.00	NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/20/12	08/26/12	-----S			1		\$650.00		0.00				
E 19	WFMY	08/26/12	08/26/12	Face the Nation Face the Nation	CM	1030-11a	-----S	:30	1	\$800.00	P-1	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/20/12	08/26/12	-----S			1		\$800.00		0.00				
E 20	WFMY	08/26/12	08/26/12	News 2 at 6 Sunday News 2 at 6 Sunday	CM	6-630p	-----S	:30	1	\$250.00	P-2	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/20/12	08/26/12	-----S			1		\$250.00		0.00				
E 21	WFMY	08/26/12	08/26/12	Sun Prime A 60 Minutes	CM	7-8p	-----S	:30	2	\$2,800.00	P-1	0.00	NM	2	\$5,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/20/12	08/26/12	-----S			2		\$2,800.00		0.00				
E 22	WFMY	08/26/12	08/26/12	Sun Prime D The Mentalist	CM	10-11p	-----S	:30	2	\$1,750.00	P-1	0.00	NM	2	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/20/12	08/26/12	-----S			2		\$1,750.00		0.00				
E 23	WFMY	08/27/12	08/27/12	M-F 6-8a Good Morning Show	CM	6-8a	M-----	:30	1	\$275.00	P-1	0.00	NM	1	\$275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/27/12	09/02/12	M-----			1		\$275.00		0.00				
E 24	WFMY	08/27/12	08/27/12	CBS This Morning CBS This Morning	CM	8-10a	M-----	:30	1	\$140.00	P-1	0.00	NM	1	\$140.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/27/12	09/02/12	M-----			1		\$140.00		0.00				
E 25	WFMY	08/27/12	08/27/12	Price Is Right Price Is Right	CM	11a-12p	M-----	:30	1	\$275.00	P-2	0.00	NM	1	\$275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/27/12	09/02/12	M-----			1		\$275.00		0.00				
E 26	WFMY	08/27/12	08/27/12	News2 at Noon News2 at Noon	CM	12-1230p	M-----	:30	1	\$275.00	P-2	0.00	NM	1	\$275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/27/12	09/02/12	M-----			1		\$275.00		0.00				
E 27	WFMY	08/27/12	08/27/12	News 2 at 5 News 2 at 5	CM	5-530p	M-----	:30	1	\$550.00	P-1	0.00	NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/27/12	09/02/12	M-----			1		\$550.00		0.00				
E 28	WFMY	08/27/12	08/27/12	News 2 at 6 News 2 at 6	CM	6-630p	M-----	:30	1	\$750.00	P-1	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/27/12	09/02/12	M-----			1		\$750.00		0.00				
E 29	WFMY	08/27/12	08/27/12	PA (M-F) Wheel/Jeopardy	CM	7-8p	M-----	:30	2	\$1,200.00	P-1	0.00	NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				

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E 29	WFMY	08/27/12	08/27/12	PA (M-F) Wheel/Jeopardy	CM	7-8p	M- - - - -	:30	2	\$1,200.00	P-1	0.00	NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	08/27/12	09/02/12	M- - - - -		2			\$1,200.00			0.00			
E 30	WFMY	08/27/12	08/27/12	News 2 at 11 News 2 at 11	CM	11-1135p	M- - - - -	:30	1	\$1,000.00	P-1	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	08/27/12	09/02/12	M- - - - -		1			\$1,000.00			0.00			
E 31	WFMY	08/27/12	08/27/12	Mon Prime C Hawaii Five-0	CM	10-11p	M- - - - -	:30	2	\$2,500.00	P-1	0.00	NM	2	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	08/27/12	09/02/12	M- - - - -		2			\$2,500.00			0.00			
Totals														60	\$59,810.00